

Fig. 1

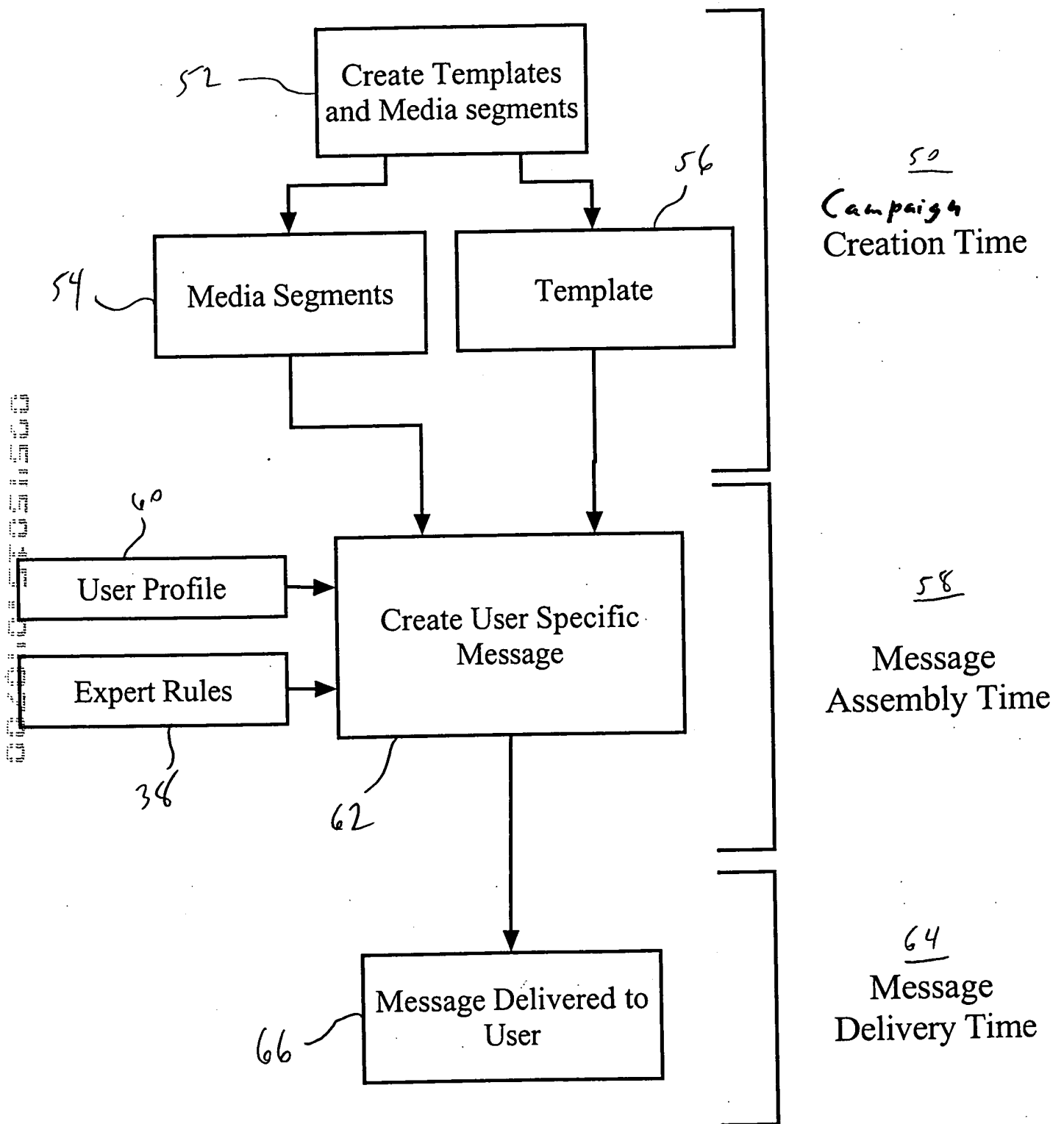


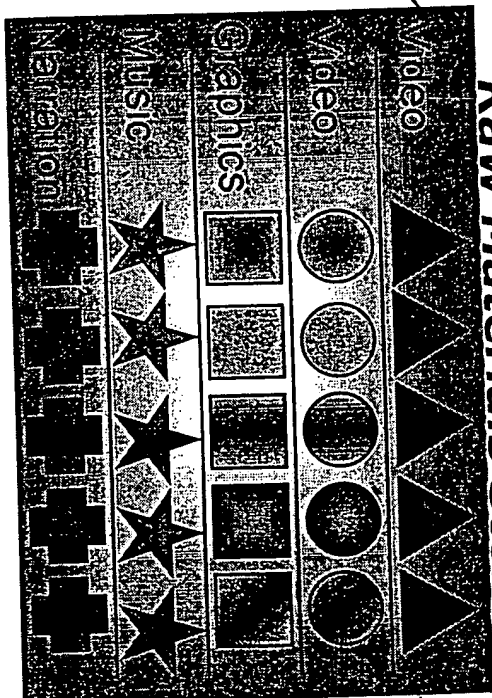
Fig. 2

Creates Story
Templates

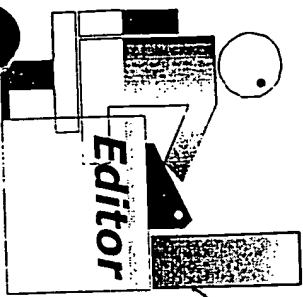


56

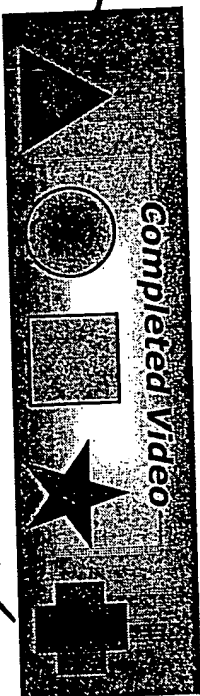
Raw Materials Store



54

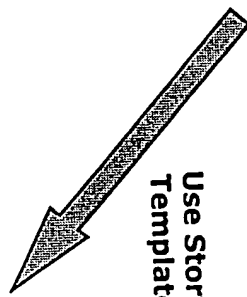


Creates Video
Components



52

Use Story
Template

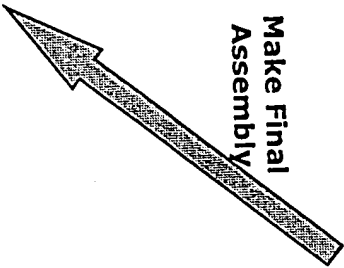


Rules System for
Substitution Editing

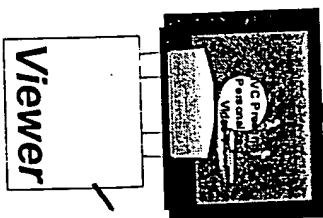
Select Rich
Media



Make Final
Assembly



Deliver
Personalized
Ad



Get
User
Profile

60

24

Fig 3

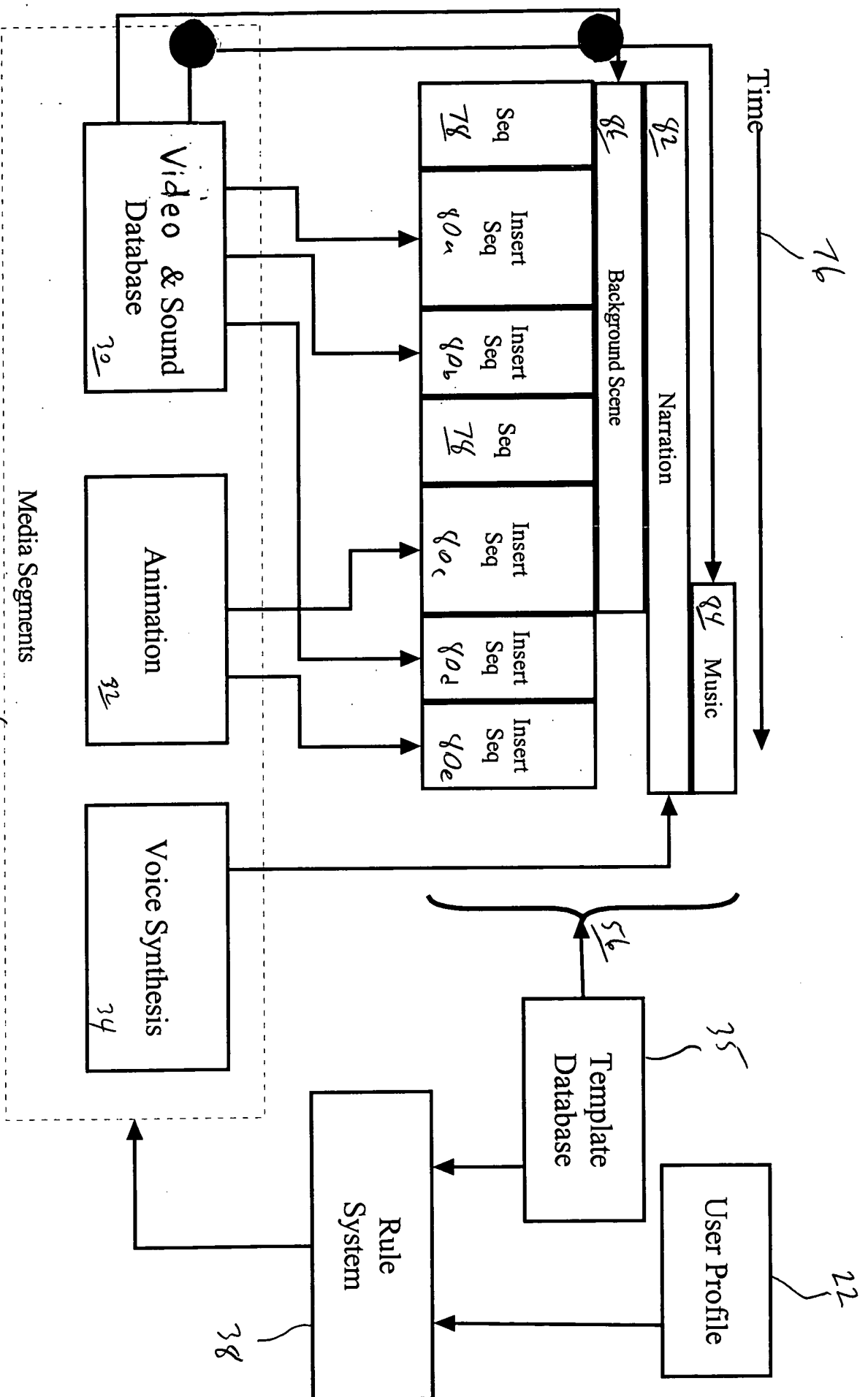


Fig. 4

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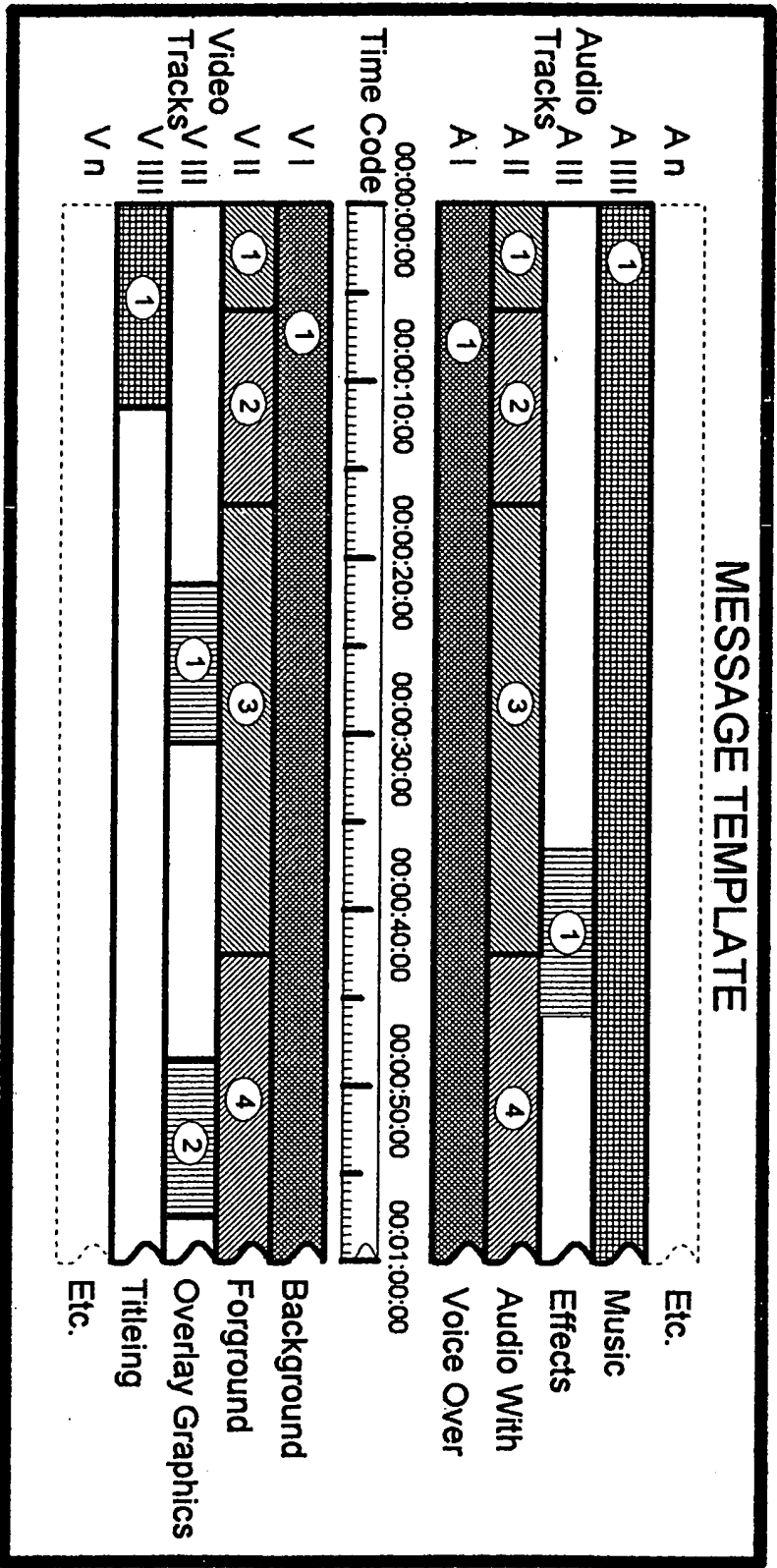


Fig. 6

00:00:00:00 00:00:10:00 00:00:20:00 00:00:30:00 00:00:40:00 00:00:50:00 00:01:00:00

$$\frac{2}{9}$$

A III

a **b**

Male
Female

Effects

Music

11 A

Foreground
N Male
N Female
S Male
S Female

Audio Segments

	W	WV	SE	MA	NE	Voice Over
West						
Midwest						
Southeast						
Mid Atlantic						
Northeast						
Default						
Neutral						
DN						

Video Segments

West	W	Background
Midwest	MW	
Southeast	SE	
Mid Atlantic	MA	
Northeast	NE	
Default Neutral	DN	

VII

Foreground
N Male
N Female
S Male
S Female

VIII

Male
Female

	Male	Female
b		
a		

Overlay Graphics

q llll v

Male	Female
1	1

Titleing

NEXT PROFILE
Name : Mary Johnson
Gender : Female
Zip Code : 01776
Age : 32
ID : mjay5@aol.com

Gender : Female

Age : 32

ID : mjay5@aol.com

ASSEMBLE NEXT MESSAGE

BY RULES

Step 1. Select Category Value Appropriate to Profile

Category	Range Values
# i Age	21 to 34 35 to 54 55 & over
# ii District by Zip Code	DN = 00000 NE = 01000 - 07000 MA = 20000 - 30000 SE = etc. MW = etc. W = etc.
# iii Region by Zip Code	N = 01000 - etc. S = ????? - etc.
# iii Gender	F = Female M = Male

Step 2. Select Appropriate Resource Segements for Video & AudioTracks

Video Tracks	Audio Tracks
V I : 1b,	A I : 1b, ...
V II : 1b, 2c, 3b, 4c, ...	A II : 1b, 2c, 3b, 4c, ...
V III : 1a, 2a, ...	A III : 1a, ...
V IIII : 1a, ...	A IIII : 1a

Step 3. Use Selections with Template to Create Complete Edit Decision List

Step 4. Send EDL to Video Editor for Auto Assembly to Template Format

Step 5. Assembled Video Message with ID Goes to Transcode Operation

Category

i Age

21 to 34

35 to 54

55 & over

DN = 00000

NE = 01000 - 07000

MA = 20000 - 30000

SE = etc.

MW = etc.

W = etc.

N = 01000 - etc.

S = ????? - etc.

F = Female

M = Male

Video Tracks

Audio Tracks

VI : 1b,

AI : 1b, ...

V II : 1b, 2c, 3b, 4c, ...

A II : 1b, 2c, 3b, 4c, ...

V III : 1a, 2a, ...

A III : 1a, ...

V IIII : 1a, ...

A IIII : 1a

Step 3. Use Selections with Template to Create Complete Edit Decision List

Step 4. Send EDL to Video Editor for Auto Assembly to Template Format

Step 5. Assembled Video Message with ID Goes to Transcode Operation

Fig. 8

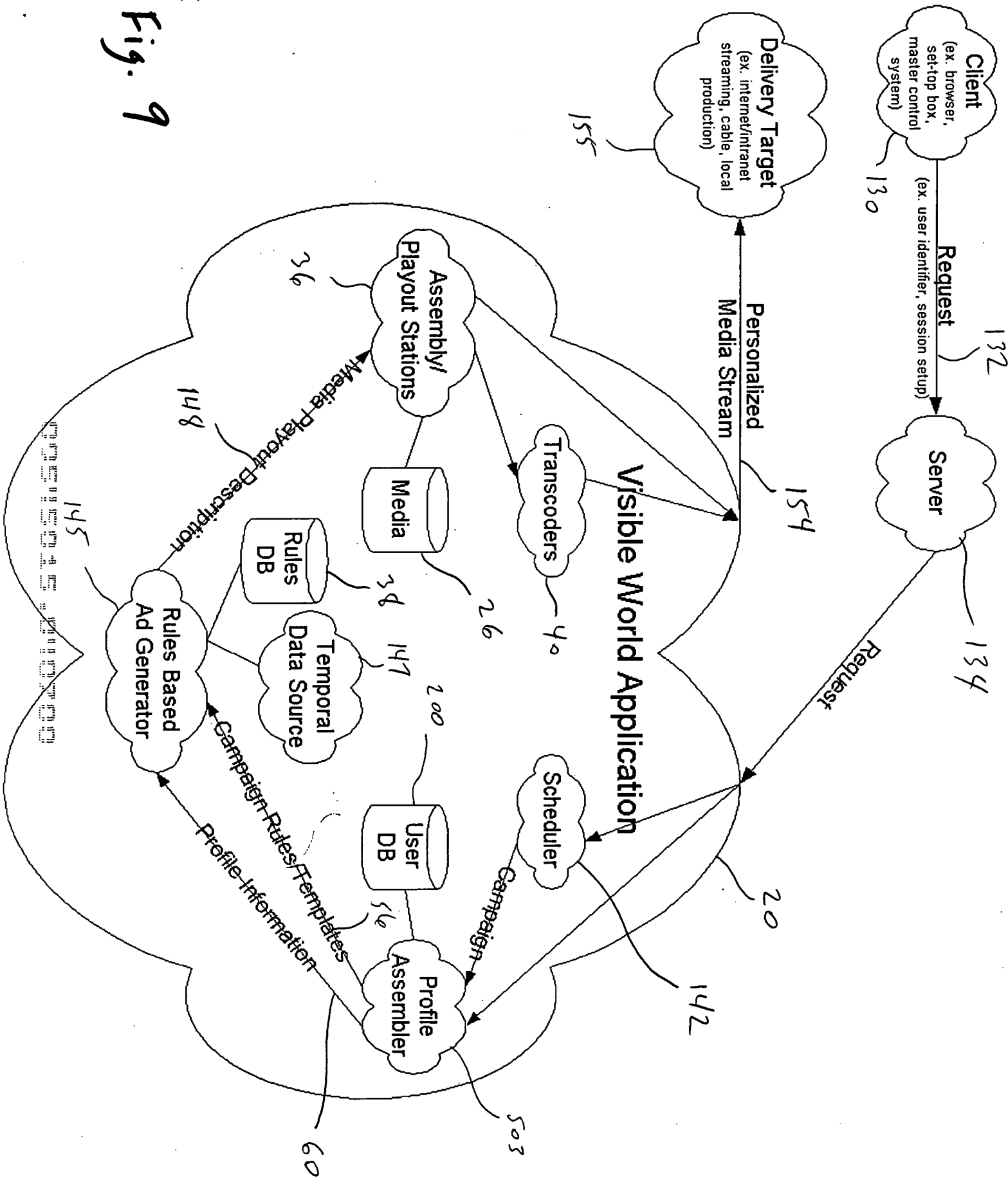


Fig. 9

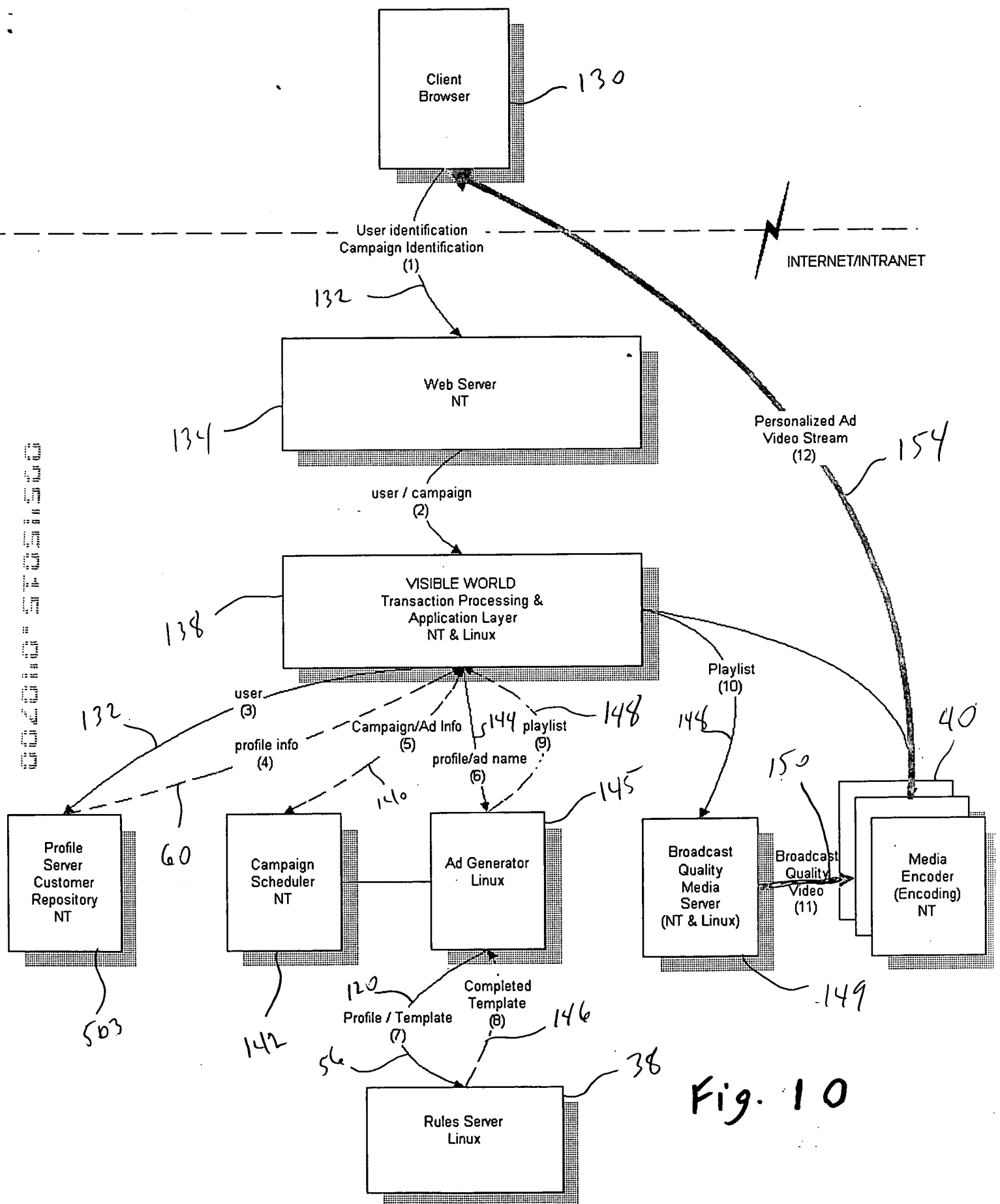


Fig. 10